PROPOSED RESEARCH PLAN:

1. Exhaustive literature review will be conducted to understand the concept of e-tailing.
2. An instrument will then be developed to collect responses from the respondents of the research. Primary data will be collected through personnel interview and questionnaire and second data through journals, articles, newspapers, business magazines, internet, etc.
3. The responses then will be analyzed using tools.
4. Appropriate safety measures will be suggested to the customers to avoid risk during e-tailing.

EXPECTED CONTRIBUTION:

The study would be helpful in understanding the concept of e-tailing and facilitate formulation of strategies to tackle current e-tailing issues and reduce the risk during e-tailing.

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